

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21286

Contract # 336172

Schedule Dates

10/23/12-10/29/12

Advertiser

Restore Our Future (15808)

Agency

Mentzer Media Services, Inc. (3427)

Product

Political - Issue (1068)

Brand

622 RESTORE (139309)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

CLOYD, ELISE

Phone/Fax

/

CPE

622

Account Types

National/Political

Billing Type

Standard

Comments

RESTORE OUR FUTURE

Date Entered

10/09/12

Last Modified

10/09/12

Entered By

JM Hipskind

CO-OP

No

Headline #

06366305

Demo

Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$24,491.25

Net Total

\$138,783.75

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Oct. 2012

Nov. 2012

Grand Total:

Spots

82

18

100

Rate

\$121,025.00

\$42,250.00

\$163,275.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/23/12-10/26/12	2	:30	6A-7A (EST)			1	1	1	1			4	\$1,550.00	\$6,200.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
2.0	Normal Line / Spot	10/23/12-10/26/12	2	:30	7A-8A (EST)			1	1	1	1			4	\$1,450.00	\$5,800.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
3.0	Normal Line / Spot	10/23/12-10/26/12	2	:30	8A-9A (EST)			2	2	2	2			8	\$1,250.00	\$10,000.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
4.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	9A-10A (EST)			2	2	2	2			8	\$500.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
5.0	Normal Line / Spot	10/23/12-10/26/12	2	:30	12P-12:30P (EST)			1	1	1	1			4	\$650.00	\$2,600.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
6.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	5P-5:30P (EST)			1	1	1	1			4	\$1,600.00	\$6,400.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
7.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	5:30P-6P (EST)			1	1	1	1			4	\$1,700.00	\$6,800.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
8.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	6P-6:30P (EST)			1	1	1	1			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
9.0	Normal Line / Spot	10/24/12-10/26/12	3	:30	6P-6:30P (EST)				2	2	2			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
10.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	6:58P-7:30P (EST)			2	2	2	2			8	\$1,600.00	\$12,800.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
11.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	7:30P-7:56P (EST)			1	1	1	1			4	\$1,600.00	\$6,400.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
12.0	Normal Line / Spot	10/23/12-10/26/12	2	:30	11:35P-12:05A (EST)			1	1	1	1			3	\$1,200.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
13.0	Normal Line / Spot	10/23/12-10/26/12	2	:30	11P-11:35P (EST)			1	1	1	1			5	\$2,400.00	\$12,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
14.0	Normal Line / Spot	10/23/12-10/26/12	2	:30	10P-11P (EST)			1	1	1	1			1	\$7,500.00	\$7,500.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12

CONFIRMATION CONTRACT

Comments:

Date:

Accepted-Station:

Date:

Accepted-Agency/Advertiser:

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Jill Hipskind

CO-OP

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/27/12-10/27/12	2	:30	6A-7A (EST)							2		2	\$500.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
16.0	Normal Line / Spot	10/27/12-10/27/12	2	:30	7A-8A (EST)							2		2	\$550.00	\$1,100.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
17.0	Normal Line / Spot	10/27/12-10/27/12	2	:30	8A-9A (EST)							2		2	\$800.00	\$1,600.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
18.0	Normal Line / Spot	10/27/12-10/27/12	2	:30	12P-12:30P (EST)							2		2	\$600.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
19.0	Normal Line / Spot	10/27/12-10/27/12	3	:30	3P-7:30P (EST)							2		2	\$4,000.00	\$8,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
20.0	Normal Line / Spot	10/28/12-10/28/12	2	:30	7A-8A (EST)								2	2	\$500.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
21.0	Normal Line / Spot	10/28/12-10/28/12	3	:30	8A-9A (EST)								2	2	\$800.00	\$1,600.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
22.0	Normal Line / Spot	10/28/12-10/28/12	2	:30	9A-10A (EST)								1	1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
23.0	Normal Line / Spot	10/28/12-10/28/12	2	:30	12P-12:30P (EST)								1	1	\$625.00	\$625.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
24.0	Normal Line / Spot	10/28/12-10/28/12	2	:30	6P-6:30P (EST)								1	1	\$2,100.00	\$2,100.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
25.0	Normal Line / Spot	10/28/12-10/28/12	3	:30	7P-8P (EST)								1	1	\$4,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
26.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	6A-7A (EST)		1							1	\$1,550.00	\$1,550.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
27.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	7A-8A (EST)		1							1	\$1,450.00	\$1,450.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
28.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	8A-9A (EST)		2							2	\$1,250.00	\$2,500.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12

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Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Date Entered 10/09/12

Last Modified 10/09/12

Entered By Jill Hipskind

CO-OP No

Headline # 06366305

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$24,491.25

Net Total \$138,783.75

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Oct. 2012 82 \$121,025.00

Nov. 2012 18 \$42,250.00

Grand Total: 100 \$163,275.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	9A-10A (EST)	2								2	\$500.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
30.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	12P-1P (EST)	1								1	\$650.00	\$650.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
31.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	5P-5:30P (EST)	1								1	\$1,600.00	\$1,600.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
32.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	5:30P-6P (EST)	1								1	\$1,700.00	\$1,700.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
33.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	6P-6:30P (EST)	2								2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
34.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	7P-7:30P (EST)	2								2	\$1,600.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
35.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	7:30P-7:56P (EST)	1								1	\$3,000.00	\$3,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
36.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	11:35P-12:05A (EST)	1								1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
37.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	11P-11:35P (EST)	1								1	\$2,400.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
38.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	8P-10P (EST)	2								2	\$9,000.00	\$18,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
39.0	Normal Line / Spot	10/26/12-10/26/12	2	:30	12:05A-12:35A (EST)	1							1	1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12

CONFIRMATION CONTRACT

Comments:

Date:

Accepted-Station:

Date:

Accepted-Agency/Advertiser:

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Hex: 44444444

REP: TEL# 610-225-4100
CREDIT ADVISORY: AGEN
ORDER WORKSHEET

OCT8/12 12.44
*** WSOCTV ***

REP. #	OFF. #	SALESMAN #
1	220	

BUYER NAME ELISE CLOYD

SALES PRSN PH- NICK WELTE

TOWSON, MD 21286

CONTRACT # 6366305

EST#	622	COMMENTS: (LINE, ORDER, INVOICE)
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
11	11	11
12	12	12
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98	98	98
99	99	99
100	100	100

OCT29/12 WK-1

CO-OP BILLING NEEDED

DATE OCT8/12 12.44



SCHEDULE
IN ADVANCE
OF
THE
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ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

[illegible]

AGENCY ADVERTISER CODE =	AGENCY EST# =
AGENCY PRODUCT CODE =	

600A-700A

F-101

4

```
PROGRAM : NEWS
RA35+ : 4.0
CON COM1 : 1X MAX/DAY
```

:SPTS:	1
:TOTL:	1

OCT8/12 12.44 *** WSOC-TV ***

CREDIT RISK !!
HARRIS REPORT FROM REP

REF: LET# 010 410
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

:LINE#	:REP	:CD	:	TIME PERIOD	:	LGTH	:	SEC	:	RATE	:	START DATE	:	END DATE	:	SPTS /WK	:	WEEK INVT	:	DAYS	:	TOTL :SPTS:
2				700A-800A		30				\$1,450.00		10/23		10/26		4				TU-F		4
				PROGRAM : GMA																		
				RA35+ : 4.0																		
				CON COM1: 1X MAX/DAY																		
3				800A-900A		30				\$1,250.00		10/23		10/26		8				TU-F		8
				PROGRAM : GMA																		
				RA35+ : 4.0																		
				CON COM1: 2X MAX/DAY																		
4				900A-1000A		30				\$500.00		10/23		10/26		8				TU-F		8
				PROGRAM : KELLY																		
				RA35+ : 2.0																		
				CON COM1: 2X MAX/DAY																		
5				1200N-1230P		30				\$650.00		10/23		10/26		4				TU-F		4
				PROGRAM : NEWS																		
				RA35+ : 2.0																		
				CON COM1: 1X MAX/DAY																		
6				500P-530P		30				\$1,600.00		10/23		10/26		4				TU-F		4
				PROGRAM : NEWS																		
				RA35+ : 4.0																		
				CON COM1: 1X MAX/DAY																		
7				530P-600P		30				\$1,700.00		10/23		10/26		4				TU-F		4
				PROGRAM : NEWS																		
				RA35+ : 5.0																		
				CON COM1: 1X MAX/DAY																		
8				600P-630P		30				\$2,000.00		10/23		10/25		2				TU, TH		2
				PROGRAM : NEWS																		
				RA35+ : 5.0																		
				CON COM1: 1X MAX/DAY																		
9				600P-630P		30				\$2,000.00		10/24		10/26		4				W, F		4
				PROGRAM : NEWS																		
				RA35+ : 5.0																		
				CON COM1: 2X MAX/DAY																		

REP HEADLINE# 6366305
*** ORIGINAL REV#0 ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
10			700P-730P	30		\$1,600.00	10/23	10/26	8		TU-F	8
PROGRAM : INSIDE EDITION RA35+ : 5.0 CON COM1 : 1X MAX/DAY												
11			730P-800P	30		\$1,600.00	10/23	10/26	4		TU-F	4
PROGRAM : ET RA35+ : 3.0 CON COM1 : 1X MAX/DAY												
12			1135P-1205A	30		\$1,200.00	10/23	10/26	4		TU-F	4
PROGRAM : NIGHTLINE RA35+ : 3.0 CON COM1 : 1X MAX/DAY												
13			1100P-1135P	30		\$2,400.00	10/23	10/28	5		TU-F,SU	5
PROGRAM : NEWS RA35+ : 4.0 CON COM1 : 1X MAX/DAY												
14			1000P-1100P	30		\$7,500.00	10/23	10/23	1		TUE	1
PROGRAM : PRIVATE PRACTICE RA35+ : 7.0												
15			600A-700A	30		\$500.00	10/27	10/27	2		SAT	2
PROGRAM : NEWS RA35+ : 2.0												
16			700A-800A	30		\$550.00	10/27	10/27	2		SAT	2
PROGRAM : NEWS RA35+ : 4.0												
17			800A-900A	30		\$800.00	10/27	10/27	2		SAT	2
PROGRAM : SAT GMA RA35+ : 3.0												
18			1200N-1230P	30		\$600.00	10/27	10/27	2		SAT	2
PROGRAM : NEWS RA35+ : 2.0												

OCT8/12 12.44
*** WSOC-TV ***

REP HEADLINE# 6366305
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

:LINE#:	REP	:CD:	TIME PERIOD	:	LGTH	:	SEC	:	RATE	:	START DATE	:	END DATE	:	SPTS /WK	WEEK INVT	:	DAYS	TOTL: :SPTS:
:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
19			30P-730P		30				\$4,000.00		10/27		10/27		2			SAT	2
PROGRAM : COLLEGE FOOTBALL																			
RA35+ : 4.0																			
20			700A-800A		30				\$500.00		10/28		10/28		2			SUN	2
PROGRAM : NEWS																			
RA35+ : 3.0																			
21			800A-900A		30				\$800.00		10/28		10/28		2			SUN	2
PROGRAM : GMA SUN																			
RA35+ : 2.0																			
22			900A-1000A		30				\$1,500.00		10/28		10/28		1			SUN	1
PROGRAM : THIS WEEK																			
RA35+ : 2.0																			
23			1200N-1230P		30				\$625.00		10/28		10/28		1			SUN	1
PROGRAM : NEWS																			
RA35+ : 2.0																			
24			600P-630P		30				\$2,100.00		10/28		10/28		1			SUN	1
PROGRAM : NEWS																			
RA35+ : 6.0																			
25			700P-800P		30				\$4,000.00		10/28		10/28		1			SUN	1
PROGRAM : AFHV																			
RA35+ : 5.0																			
26			600A-700A		30				\$1,550.00		10/29		10/29		1			MON	1
PROGRAM : NEWS																			
RA35+ : 4.0																			
27			700A-800A		30				\$1,450.00		10/29		10/29		1			MON	1
PROGRAM : GMA																			
RA35+ : 4.0																			
28			800A-900A		30				\$1,250.00		10/29		10/29		2			MON	2
PROGRAM : GMA																			
RA35+ : 4.0																			

REP: TEL# 610-225-4100 FAX# 610-225-4100
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

REP HEADLINE# 6366305
*** ORIGINAL REV#0 ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
29			900A-1000A	30		\$500.00	10/29	10/29	2	3	MON	2
PROGRAM : KELLY												
RA35+ : 2.0												
30			1200N-100P	30		\$650.00	10/29	10/29	1	2	MON	1
PROGRAM : NEWS												
RA35+ : 2.0												
31			500P-530P	30		\$1,600.00	10/29	10/29	1	3	MON	1
PROGRAM : NEWS												
RA35+ : 4.0												
32			530P-600P	30		\$1,700.00	10/29	10/29	1	3	MON	1
PROGRAM : NEWS												
RA35+ : 5.0												
33			600P-630P	30		\$2,000.00	10/29	10/29	2	3	MON	2
PROGRAM : NEWS												
RA35+ : 5.0												
34			700P-730P	30		\$1,600.00	10/29	10/29	2	3	MON	2
PROGRAM : INSIDE EDITION												
RA35+ : 5.0												
35			730P-800P	30		\$3,000.00	10/29	10/29	1	2	MON	1
PROGRAM : ET												
RA35+ : 3.0												
36			1135P-1205A	30		\$1,200.00	10/29	10/29	1	2	MON	1
PROGRAM : NIGHTLINE												
RA35+ : 3.0												
37			1100P-1135P	30		\$2,400.00	10/29	10/29	1	2	MON	1
PROGRAM : NEWS												
RA35+ : 4.0												
38			800P-1000P	30		\$9,000.00	10/29	10/29	2	2	MON	2
PROGRAM : DANCING WITH THE STARS												
RA35+ : 10.0												

FAX# 610-225-4100

OCT8/12 12.44
*** WSOC-TV ***

REP: TEL# 610-225-4100 CREDIT RISK !!!
CREDIT ADVISORY: AGENCY CREDIT REPORT FROM REP
ORDER WORKSHEET

REP HEADLINE# 6366305
*** ORIGINAL REV#0 ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	:	:	:	:	:	:	:	:	:	:	:	:
:	:	:	:	:	:	:	:	:	:	:	:	:

CONTRACT TOTAL 163275.00
TOTAL SPOTS 100

OCT/12 121025.00 NOV/12 42250.00

MARKET TOTALS \$408,187 WSOC 40% WBTV 39% WCNC 13% WCCB 8% WJZY 0% WMYT 0% WAXN 0%
CABL 0%

SVC- NSI
DEMOS- RA35+*